

THE NBS™

The National Business Survey™

Bloomington, MN

*Comparisons by Demographic Subgroups
2020*



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About the Demographic Comparisons

The National Business Survey™ (The NBS™) is standardized to assure high quality research methods and directly comparable results across The NBS communities. Communities conducting The NBS can choose from a number of optional services to customize the reporting of survey results. Bloomington's Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by industry, whether or not the business is home-based, length of time the business has been located in Bloomington, annual revenue and number of employees.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different. For example, in Table 1 on the following page, business owners or managers in most industry categories (A, C, D, E, and G) tended to give higher ratings to the overall quality of life in Bloomington and Bloomington as a place for children and families than respondents in the retail industry (F).

TABLE 1: QUALITY OF LIFE

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
The overall quality of life in Bloomington	94% F	75%	94% F	87% F	85% F	55%	85% F	91%	81%	83%
Bloomington as a place for children and families	80% F	67%	86% F	73% F	82% F	38%	84% F	87%	73%	76%
Bloomington as a place for older adults	91%	73%	93%	82%	71%	75%	78%	81%	78%	79%
Bloomington as a place for young adults	67%	54%	77% F	45%	69% F	31%	64% F	69%	57%	59%

TABLE 2: QUALITY OF LIFE

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
The overall quality of life in Bloomington	89%	72%	82%	87%	80%	68%	90% C	81%	83%	100%	83%
Bloomington as a place for children and families	81%	67%	75%	79%	76%	80%	76%	78%	71%	91%	76%
Bloomington as a place for older adults	80%	73%	79%	77%	81%	78%	83%	79%	76%	100%	79%
Bloomington as a place for young adults	63%	53%	59%	55%	74%	53%	58%	62%	45%	100% A B	59%

TABLE 3: QUALITY OF FACETS OF LIVABILITY

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Overall economic health of Bloomington	87% B F	50%	88% B D E F	57%	61%	45%	73% F	71%	64%	65%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington	77%	65%	80%	62%	67%	50%	68%	58%	69%	66%
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76% F	59%	88% F	73% F	82% F	43%	71% F	74%	71%	71%
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas)	87%	81%	81%	83%	84%	94%	87%	90%	85%	86%
Overall feeling of safety in Bloomington	53%	47%	71%	60%	76% B	59%	73%	81% B	63%	66%
Overall quality of natural environment in Bloomington	87%	71%	100% B F	83%	84%	75%	87%	93%	83%	85%
Overall quality of parks and recreation opportunities	93%	71%	87%	88%	85%	83%	93% B	90%	86%	87%
Overall health and wellness opportunities in Bloomington	93%	73%	80%	77%	77%	76%	85%	87%	79%	81%
Overall opportunities for education, culture and the arts	92% F	81% F	75% F	85% F	79% F	44%	80% F	90%	74%	77%
Residents' connection and engagement with their community	77% F	47%	64%	45%	53%	36%	74% D F	74% B	54%	58%

TABLE 4: QUALITY OF FACETS OF LIVABILITY

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Overall economic health of Bloomington	66%	63%	66%	59%	70%	67%	69%	64%	64%	86%	65%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington	54%	74%	69%	50%	68%	68%	78% A	66%	64%	87%	66%
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	61%	75%	74%	81%	62%	82%	77%	73%	64%	100% A B	71%
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas)	83%	94%	85%	90%	81%	86%	88%	86%	81%	100%	86%
Overall feeling of safety in Bloomington	71%	65%	65%	75%	58%	71%	70%	70%	57%	75%	66%
Overall quality of natural environment in Bloomington	85%	78%	85%	91%	79%	90%	88%	84%	83%	100%	85%
Overall quality of parks and recreation opportunities	86%	95%	86%	91%	80%	85%	94% B	83%	92%	100%	87%
Overall health and wellness opportunities in Bloomington	80%	82%	81%	91% B	72%	94%	83%	82%	73%	100% B	81%
Overall opportunities for education, culture and the arts	78%	67%	79%	90% B	70%	75%	84%	76%	82%	79%	77%
Residents' connection and engagement with their community	63%	38%	61%	67% C	58% C	20%	70% C	53%	65%	80%	58%

TABLE 5: SAFETY IN COMMERCIAL AREAS

Percent very or somewhat safe	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
In Bloomington's commercial areas during the day	87%	73%	88%	91%	88%	75%	94%	90%	87%	88%
In Bloomington's commercial areas after dark	25%	40%	50%	48%	58%	43%	67%	66%	50%	53%

TABLE 6: SAFETY IN COMMERCIAL AREAS

Percent very or somewhat safe	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
In Bloomington's commercial areas during the day	88%	95%	86%	84%	80%	96%	94%	86%	89%	93%	88%
In Bloomington's commercial areas after dark	45%	58%	55%	45%	51%	61%	55%	56%	45%	57%	53%

TABLE 7: COMMUNITY AMENITIES IN BLOOMINGTON

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Bloomington as a place to visit	87%	69%	87%	75%	83%	64%	84% F	87%	78%	80%
Overall image or reputation of Bloomington	71%	65%	88% D F	60%	83% D F	55%	86% D F	84%	74%	75%
Cleanliness of Bloomington	76%	71%	82%	96% B F	95% B F	68%	90% B F	90%	85%	86%
Overall appearance of Bloomington	82%	59%	100% B F	88% B	88% B F	68%	90% B F	87%	84%	84%
Public places where people want to spend time	71%	56%	73% F	70% F	66% F	39%	71% F	71%	64%	66%
Historical preservation in Bloomington	63%	55%	67%	81% E	48%	45%	67%	56%	63%	61%
Hotel and lodging options	80%	94%	94%	83%	90%	83%	92%	94%	88%	89%
Opportunities to attend cultural/arts/music activities	67%	81% F	53%	60%	59%	47%	82% C E F	81%	63%	66%
Quality of internet connection	53%	81%	75%	83% A F	80% A F	53%	74%	71%	74%	74%
Coverage of internet connection	50%	87% A	76%	83% A	75%	71%	71%	68%	75%	74%

TABLE 8: COMMUNITY AMENITIES IN BLOOMINGTON

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Bloomington as a place to visit	79%	79%	80%	84%	77%	87%	84%	81%	78%	87%	80%
Overall image or reputation of Bloomington	86%	70%	73%	78%	75%	79%	77%	77%	71%	87%	75%
Cleanliness of Bloomington	83%	85%	87%	88%	79%	92%	90%	87%	88%	81%	86%
Overall appearance of Bloomington	90%	75%	84%	88%	85%	79%	86%	83%	84%	94%	84%
Public places where people want to spend time	81% C	67%	61%	69%	58%	58%	77% B	61%	73%	71%	66%
Historical preservation in Bloomington	63%	64%	61%	68%	46%	64%	69%	61%	62%	63%	61%
Hotel and lodging options	93%	90%	88%	90%	82%	91%	96% B	87%	91%	100%	89%
Opportunities to attend cultural/arts/music activities	65%	67%	68%	83% B	52%	67%	75% B	66%	68%	77%	66%
Quality of internet connection	69%	84%	73%	69%	67%	70%	83%	73%	71%	93%	74%
Coverage of internet connection	70%	89%	73%	64%	69%	73%	85% A	71%	75%	93%	74%

TABLE 9: BUSINESS AND SERVICE AMENITIES IN BLOOMINGTON

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Vibrancy of downtown/commercial area	71% B	31%	76% B	67% B	68% B	48%	73% B F	69%	64%	65%
Overall quality of commercial development in Bloomington	69%	50%	81%	52%	74%	62%	65%	69%	65%	66%
Overall opportunity for business growth and expansion	50%	56%	76% D F	35%	67% D	43%	62% D	60%	57%	58%
Opportunities for tourism	58%	47%	86% B	53%	65%	55%	70%	72%	62%	63%
Quality of shopping opportunities	76%	82%	88%	83%	88%	82%	82%	87%	83%	84%
Variety of shopping opportunities	71%	75%	88%	83%	83%	77%	80%	77%	81%	81%
Quality of restaurants and places to eat	65%	56%	75%	75%	67%	71%	80%	67%	72%	71%
Variety of restaurants and places to eat	59%	47%	81% B	75%	66%	80% B	69%	53%	71%	68%
Quality of service establishments (e.g., salons, dry cleaners, etc.)	87%	65%	87%	86%	68%	81%	89% B E	77%	82%	81%
Variety of service establishments (e.g., salons, dry cleaners, etc.)	73%	47%	80% B	86% B E	62%	67%	80% B	61%	74%	71%

TABLE 10: BUSINESS AND SERVICE AMENITIES IN BLOOMINGTON

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Vibrancy of downtown/commercial area	71%	65%	63%	71%	69%	65%	64%	65%	62%	75%	65%
Overall quality of commercial development in Bloomington	67%	68%	65%	75%	67%	59%	66%	67%	60%	81%	66%
Overall opportunity for business growth and expansion	59%	60%	56%	59%	58%	55%	60%	60%	47%	80% B	58%
Opportunities for tourism	76%	61%	60%	69%	64%	71%	66%	63%	66%	60%	63%
Quality of shopping opportunities	83%	75%	85%	88%	75%	96% B	86%	83%	86%	75%	84%
Variety of shopping opportunities	80%	80%	81%	81%	69%	87%	89% B	77%	86%	81%	81%
Quality of restaurants and places to eat	71%	72%	72%	77%	65%	79%	73%	71%	72%	75%	71%
Variety of restaurants and places to eat	65%	58%	71%	68%	62%	75%	72%	67%	68%	75%	68%
Quality of service establishments (e.g., salons, dry cleaners, etc.)	77%	65%	85%	80%	80%	70%	88%	79%	78%	100%	81%
Variety of service establishments (e.g., salons, dry cleaners, etc.)	68%	65%	74%	69%	68%	70%	80%	69%	69%	100% A B	71%

TABLE 11: DISRUPTIVE, NUISANCE, AND ILLEGAL BEHAVIORS

Percent not at all a problem	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?	65% D F	47%	41%	25%	59% D F	18%	49% D F	77% B	39%	45%

TABLE 12: DISRUPTIVE, NUISANCE, AND ILLEGAL BEHAVIORS

Percent not at all a problem	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?	44%	60%	43%	61% D	42%	38%	40%	51% B	32%	50%	45%

TABLE 13: GOVERNMENT SUPPORT FOR THE BUSINESS COMMUNITY

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Bloomington as a place to do business	88% D	71%	94% D	56%	79% D	68%	84% D	84%	76%	78%
Informing businesses of community issues and values	53%	50%	60%	48%	50%	48%	75% D E F	61%	56%	57%

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Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Communicating during City construction (e.g., streets, utilities, etc.)	53%	59%	63%	48%	59%	42%	69% F	69%	56%	58%
Welcoming business involvement	50%	50%	54%	47%	55%	60%	68%	67%	55%	57%
Retaining existing businesses	47%	43%	58%	45%	46%	48%	45%	42%	48%	47%
Attracting new businesses	58%	42%	50%	50%	44%	45%	42%	40%	48%	47%
Supporting or creating new jobs	50%	36%	50%	50%	38%	53%	46%	44%	46%	46%

TABLE 14: GOVERNMENT SUPPORT FOR THE BUSINESS COMMUNITY

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Bloomington as a place to do business	80%	75%	77%	87%	75%	83%	79%	79%	72%	100% B	78%
Informing businesses of community issues and values	54%	65%	57%	47%	57%	55%	66%	55%	58%	79%	57%
Communicating during City construction (e.g., streets, utilities, etc.)	65%	50%	58%	66%	51%	55%	64%	57%	59%	75%	58%
Welcoming business involvement	56%	44%	60%	58%	55%	67%	59%	61%	50%	67%	57%
Retaining existing businesses	48%	43%	47%	39%	53%	50%	47%	50%	38%	69% B	47%
Attracting new businesses	42%	27%	51%	42%	48%	42%	54%	48%	45%	58%	47%

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Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Supporting or creating new jobs	33%	38%	52%	33%	53%	57%	50%	47%	44%	55%	46%

TABLE 15: RECOMMEND AND INTENTION TO STAY

Percent very or somewhat likely	Type of industry								Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/marketing	Retail	Other	Yes	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)		
Recommend living in Bloomington to someone who asks	87% F	71%	100% B D F	71%	83% F	55%	91% B D F	93%	79%	82%	
Recommend working in Bloomington to someone who asks	100% B F	76%	100% B F	83%	86% F	68%	96% B F	94%	87%	88%	
Recommend operating a business in Bloomington to someone who asks	75%	76%	94% D F	63%	78% F	50%	84% D F	93% B	73%	76%	
Keep your business in Bloomington for the next five years	88%	81%	100% E F	79%	73%	70%	85%	82%	81%	82%	

TABLE 16: RECOMMEND AND INTENTION TO STAY

Percent very or somewhat likely	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Recommend living in Bloomington to someone who asks	85%	84%	80%	81%	82%	91%	85%	82%	79%	100%	82%
Recommend working in Bloomington to someone who asks	88%	84%	88%	88%	84%	96%	93%	87%	88%	100%	88%
Recommend operating a business in Bloomington to someone who asks	79%	74%	75%	81%	76%	83%	75%	78%	65%	100% B	76%
Keep your business in Bloomington for the next five years	77%	83%	83%	71%	80%	87%	90% A	78%	85%	100% A	82%

TABLE 17: EMPLOYMENT IN BLOOMINGTON

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/construction/manufacturing	Finance/banking/legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Bloomington as a place to work	100% B F	76%	94% F	80%	90% F	64%	90% F	90%	85%	86%
Quality of employment opportunities	75%	53%	83%	90% B F	69%	53%	86% B F	75%	74%	75%
Variety of employment opportunities	75%	47%	71%	90% B F	75% B	56%	81% B F	55%	76% A	74%
Availability of jobs that pay a livable wage	64%	58%	73% F	75% F	56%	31%	69% F	33%	66% A	62%

TABLE 18: EMPLOYMENT IN BLOOMINGTON

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Bloomington as a place to work	90%	80%	85%	90%	80%	96%	89%	88%	82%	100%	86%
Quality of employment opportunities	79%	78%	73%	70%	73%	79%	82%	71%	76%	93%	75%
Variety of employment opportunities	71%	79%	73%	57%	73%	81%	83% A	70%	80%	86%	74%
Availability of jobs that pay a livable wage	57%	93% A C	58%	39%	62%	67%	78% A	59%	66%	78%	62%

TABLE 19: WORKFORCE SUPPORTS IN BLOOMINGTON

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Variety of housing options for people who work in Bloomington	64%	69%	93%	75%	70%	63%	83%	75%	75%	75%
Affordability of housing for people who work in Bloomington	50%	55%	69%	63%	48%	45%	68%	54%	60%	59%
Cost of living in Bloomington	64%	57%	60%	45%	56%	38%	66%	58%	56%	57%
Quality of childcare	20%	75%	75%	71%	67%	43%	87% A F	67%	67%	67%
Affordability of childcare	20%	50%	25%	57%	55%	29%	73% A	40%	53%	52%

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Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Variety of transportation options for people who work in Bloomington	64%	50%	82%	78%	52%	47%	63%	30%	67% A	60%
Ease of parking at workplaces	87%	81%	100% F	89%	95% F	71%	88% F	82%	89%	88%

TABLE 20: WORKFORCE SUPPORTS IN BLOOMINGTON

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Variety of housing options for people who work in Bloomington	75%	94%	73%	64%	73%	89%	83%	73%	75%	93%	75%
Affordability of housing for people who work in Bloomington	42%	100% A C	57%	42%	64%	67%	66% A	63%	50%	70%	59%
Cost of living in Bloomington	41%	71% A	59%	52%	56%	53%	68%	58%	50%	79%	57%
Quality of childcare	67%	67%	68%	58%	65%	80%	82%	67%	63%	100%	67%
Affordability of childcare	50%	67%	51%	42%	44%	60%	67%	57%	45%	33%	52%
Variety of transportation options for people who work in Bloomington	66%	67%	58%	40%	67% A	78% A	68% A	58%	64%	64%	60%
Ease of parking at workplaces	84%	95%	88%	86%	81%	91%	93%	86%	91%	93%	88%

TABLE 21: WORKFORCE EDUCATION AND SKILL SUPPORTS IN BLOOMINGTON

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
The quality of the public school system at producing graduates who are career-ready	67%	42%	71%	71%	59%	36%	74% F	62%	62%	62%
The quality of the public school system at producing graduates who are college-ready	58%	42%	86%	69%	61%	50%	81% B	72%	63%	65%
Access to institutions of higher education (colleges, universities)	62%	62%	100% A B	87%	74%	71%	79%	76%	76%	76%
Access to trade schools	77%	56%	78%	50%	53%	62%	76%	61%	65%	64%
Variety of education/training opportunities to build work skills	45%	30%	78% B D	36%	48%	54%	71% B D	59%	53%	54%
Affordability of education/training opportunities to build work skills	40%	44%	63%	42%	46%	36%	57%	40%	49%	48%
Overall quality of education/training opportunities in your community	40%	50%	67%	46%	52%	38%	85% A B D E F	73%	55%	60%

TABLE 22: WORKFORCE EDUCATION AND SKILL SUPPORTS IN BLOOMINGTON

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
The quality of the public school system at producing graduates who are career-ready	54%	80%	63%	68%	57%	62%	64%	63%	50%	90% B	62%
The quality of the public school system at producing graduates who are college-ready	50%	70%	70%	60%	62%	69%	76%	65%	59%	90%	65%
Access to institutions of higher education (colleges, universities)	73%	80%	77%	73%	75%	76%	81%	74%	78%	91%	76%
Access to trade schools	57%	64%	67%	67%	72%	83%	62%	65%	66%	57%	64%
Variety of education/training opportunities to build work skills	47%	60%	56%	55%	59%	77%	53%	57%	48%	62%	54%
Affordability of education/training opportunities to build work skills	29%	57%	55% A	47%	48%	50%	57%	52%	42%	50%	48%
Overall quality of education/training opportunities in your community	47%	50%	65%	74%	63%	77%	55%	67% B	47%	55%	60%

TABLE 23: WORKFORCE READINESS IN BLOOMINGTON

Percent fully or mostly possess	Type of industry							Home-based business		Overall (A)
	Agriculture/construction/manufacturing	Finance/banking/legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
The educational qualifications	75%	87% F	87% F	76%	87% F	57%	87% F	81%	82%	81%
The skills needed	82% F	87% F	87% F	76% F	83% F	52%	94% F	89%	81%	82%

TABLE 24: WORKFORCE READINESS IN BLOOMINGTON

Percent fully or mostly possess	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
The educational qualifications	81%	85%	81%	76%	78%	86%	84%	81%	81%	87%	81%
The skills needed	83%	85%	81%	79%	78%	86%	83%	83%	80%	87%	82%

TABLE 25: WORKFORCE CHALLENGES IN BLOOMINGTON

Percent major or moderate challenge	Type of industry								Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)		
Too many under-qualified employees/applicants	67%	56%	64%	63%	57%	71%	50%	25%	63%	59%	
Too many overqualified employees/applicants	20%	0%	0%	21%	21%	29%	11%	12%	16%	15%	
Lack of higher education opportunities (e.g., universities, colleges)	8%	0%	17%	7%	7%	33%	3%	0%	10%	8%	
Lack of trade schools and other adult training programs	20%	0%	9%	45%	31%	40%	11%	6%	26%	23%	
Lack of quality public schools	0%	11%	0%	11%	24%	38%	17%	11%	16%	15%	
Too many workers without a high school degree or equivalent	7%	9%	0%	6%	8%	17%	6%	0%	8%	7%	
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	15%	9%	8%	10%	21%	38%	15%	29%	15%	17%	

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Percent major or moderate challenge	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	31%	9%	33%	20%	19%	17%	11%	18%	18%	18%
Lack of childcare opportunities	10%	11%	13%	30%	11%	9%	17%	0%	17%	14%
Lack of affordable, reliable public transportation	15%	20%	17%	24%	18%	17%	18%	22%	18%	18%
Lack of affordable, quality housing	18%	20%	20%	40% E	12%	45% E	22%	13%	26%	23%
Cost of living	17%	9%	25%	32%	25%	46% B	25%	18%	28%	27%
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	8%	8%	0%	14%	11%	10%	19%	11%	13%	13%
Failed drug tests	15%	0%	0%	11%	8%	0%	11%	0%	9%	8%

TABLE 26: WORKFORCE CHALLENGES IN BLOOMINGTON

Percent major or moderate challenge	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Too many under-qualified employees/applicants	64%	65%	56%	47%	47%	53%	69% B	52%	64%	75%	59%
Too many overqualified employees/applicants	16%	22%	13%	11%	13%	16%	14%	17%	18%	0%	15%
Lack of higher education opportunities (e.g., universities, colleges)	11%	7%	8%	0%	11%	11%	8%	8%	9%	8%	8%

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Percent major or moderate challenge	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Lack of trade schools and other adult training programs	31%	23%	20%	10%	24%	19%	25%	23%	21%	33%	23%
Lack of quality public schools	21%	0%	15%	14%	18%	19%	8%	19%	12%	0%	15%
Too many workers without a high school degree or equivalent	7%	6%	8%	0%	10%	6%	9%	6%	11%	0%	7%
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	23%	13%	15%	23%	23%	6%	12%	21%	10%	18%	17%
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	20%	13%	18%	19%	16%	13%	20%	16%	22%	18%	18%
Lack of childcare opportunities	15%	0%	16%	14%	24%	8%	10%	16%	11%	10%	14%
Lack of affordable, reliable public transportation	26% B	0%	19%	30%	28%	11%	11%	21%	14%	14%	18%
Lack of affordable, quality housing	19%	0%	29% B	33%	27%	7%	24%	21%	28%	15%	23%
Cost of living	30%	15%	27%	42%	26%	17%	20%	32%	20%	17%	27%
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	20%	7%	11%	16%	12%	18%	9%	13%	14%	0%	13%
Failed drug tests	4%	0%	10%	0%	4%	6%	12%	5%	10%	8%	8%

TABLE 27: EXPECTED BUSINESS GROWTH

Percent large or small increase	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Over the PAST five years	19%	19%	7%	18%	13%	20% G	2%	7%	13%	12%
Expected in the NEXT five years	0%	13%	0%	10%	8%	0%	8%	4%	7%	6%

TABLE 28: EXPECTED BUSINESS GROWTH

Percent large or small increase	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Over the PAST five years	19% B	0%	12%	18%	13%	13%	11%	14%	12%	6%	12%
Expected in the NEXT five years	9%	6%	5%	17% B D	5%	5%	3%	10% B	0%	0%	6%

TABLE 29: IMPACT OF ECONOMY ON BUSINESS REVENUE IN NEXT 6 MONTHS

Percent very or somewhat positive	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
What impact, if any, do you think the economy will have on your business revenues in the next 6 months?	35%	24%	59% B D E F G	30%	29%	18%	22%	32%	27%	29%

TABLE 30: IMPACT OF ECONOMY ON BUSINESS REVENUE IN NEXT 6 MONTHS

Percent very or somewhat positive	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
What impact, if any, do you think the economy will have on your business revenues in the next 6 months?	27%	30%	29%	29%	31%	29%	29%	27%	30%	44%	29%

TABLE 31: BUSINESS PLANS TO HIRE IN NEXT 6-12 MONTHS

Percent yes or not sure	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Is your business planning to hire in the next 6 to 12 months?	82% B E G	18%	71% B	68% B	50% B	64% B	49% B	13%	63% A	55%

TABLE 32: BUSINESS PLANS TO HIRE IN NEXT 6-12 MONTHS

Percent yes or not sure	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Is your business planning to hire in the next 6 to 12 months?	53%	75%	53%	19%	37%	54% A	84% A B C	35%	86% A	94% A	55%

TABLE 33: TYPES OF JOBS BUSINESSES PLAN TO ADD

Percent yes	Type of industry							Home-based business		Overall
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)	43%	0%	8%	13%	10%	62%	26%	0%	25%	25%
Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck drivers, typists)	43%	0%	42%	40%	29%	31%	48%	0%	40%	37%
Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)	57%	0%	50%	60%	48%	23%	39%	20%	46%	44%
Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants)	14%	100%	25%	7%	57%	0%	9%	80%	21%	24%

TABLE 34: TYPES OF JOBS BUSINESSES PLAN TO ADD

Percent yes	Length of doing business			Annual revenue				Number of employees			Overall
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)	14%	14%	30%	29%	17%	23%	28%	13%	28%	40%	25%
Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck drivers, typists)	41%	14%	41%	0%	61%	15%	36%	30%	37%	53%	37%
Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)	45%	64%	39%	57%	28%	23%	50%	40%	39%	67%	44%
Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants)	27%	21%	23%	29%	11%	38%	22%	30%	17%	27%	24%

TABLE 35: GOVERNMENT PERFORMANCE

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
The City of Bloomington	88% F	71%	75%	78%	79% F	57%	85% F	90%	75%	78%
The Federal Government	40%	71% F	47%	67% F	51% F	16%	59% F	55%	51%	52%
The value of services for the taxes paid to Bloomington	80% D F	53%	67% F	41%	65% F	31%	65% F	67%	57%	59%

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Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
The overall direction that Bloomington is taking	53%	50%	69%	40%	59%	44%	61%	58%	55%	56%
Overall confidence in Bloomington government	53%	50%	69%	45%	56%	50%	64%	60%	56%	57%
Generally acting in the best interest of the community	53%	50%	75%	50%	63%	67%	67%	68%	60%	62%
Being honest	67%	57%	64%	52%	66%	58%	73%	70%	63%	64%

TABLE 36: GOVERNMENT PERFORMANCE

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
The City of Bloomington	73%	74%	80%	84%	70%	82%	86% B	78%	76%	93%	78%
The Federal Government	46%	41%	56%	52%	48%	43%	62%	53%	48%	64%	52%
The value of services for the taxes paid to Bloomington	56%	59%	60%	69%	53%	58%	64%	65% B	46%	85% B	59%
The overall direction that Bloomington is taking	40%	63%	59% A	47%	62%	55%	61%	58%	51%	71%	56%
Overall confidence in Bloomington government	42%	65%	60%	50%	59%	64%	60%	59%	49%	71%	57%
Generally acting in the best interest of the community	52%	65%	64%	56%	64%	70%	66%	65%	51%	85% B	62%
Being honest	53%	63%	68%	59%	64%	74%	70%	64%	61%	91%	64%

TABLE 37: QUALITY OF GOVERNMENT SERVICES

Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Police services	100% F	94% F	94% F	100% F	95% F	68%	92% F	94%	92%	92%
Fire services	100% B	93%	100% B	100% B	100% B	100% B	100% B	100%	99%	99%
Crime prevention	73%	65%	86%	87%	74%	62%	79%	90%	73%	76%
Traffic enforcement	80%	65%	87%	91% E	67%	68%	80%	76%	76%	76%
Street repair	71%	71%	65%	71%	75% F	45%	66%	77%	65%	67%
Street cleaning	76%	76%	76%	88% F	85% F	62%	79%	81%	78%	79%
Street lighting	82%	81%	82%	83%	83%	73%	81%	90%	79%	81%
Snow removal	82%	76%	88%	79%	88%	80%	82%	87%	82%	83%
Sidewalk maintenance	67%	75%	75%	81%	74%	67%	82%	74%	76%	76%
Bus or transit services	80%	62%	82%	77%	57%	68%	67%	52%	70%	67%
Traffic flow on major streets	65%	59%	76%	58%	69%	57%	75%	74%	66%	67%
Amount of public parking in commercial areas	100% F	87%	94% F	83%	85%	73%	94% F	97%	86%	88%
Ease of travel by car in Bloomington	94%	82%	82%	88%	86%	82%	92%	97%	86%	87%
Ease of travel by bicycle in Bloomington	100% E F G	67%	83% F	94% E F G	54%	38%	59%	67%	67%	67%
Ease of walking in Bloomington (path/sidewalk connectivity, etc.)	100% B E F	53%	67%	82% F	65%	50%	81% B F	67%	73%	72%

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Percent excellent or good	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Traffic management during construction	76%	59%	60%	54%	65%	44%	66%	73%	60%	62%
Garbage collection	80%	71%	100% E F	88% F	74%	60%	90% F	87%	80%	82%
Recycling	71%	64%	100% B F	94% B F	77%	63%	85%	81%	80%	80%
Storm drainage	93%	80%	79%	79%	78%	76%	85%	87%	80%	82%
Power (electric and/or gas) utility	88%	80%	100%	87%	86%	79%	84%	87%	85%	86%
Utility billing	75%	86% F	100% F	79% F	78% F	53%	85% F	87%	77%	79%
Land use, planning, and zoning	69%	62%	78%	56%	67%	71%	61%	86% B	59%	65%
Building permits and inspections	85%	55%	67%	50%	68%	53%	62%	75%	60%	63%
Code enforcement (weeds, signs, etc.)	57%	40%	38%	71%	58%	40%	79% B C F	64%	61%	61%
Economic development	62%	57%	79%	63%	61%	56%	64%	71%	61%	63%
Public information services	82%	67%	77%	71%	71%	63%	81%	75%	73%	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	56%	80%	76%	79%	60%	91% B F	80%	77%	78%
City-sponsored special events	80%	50%	60%	82%	79%	64%	75%	78%	71%	73%
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	94% C F	79%	67%	71%	86%	68%	90% C F	90%	80%	82%

TABLE 38: QUALITY OF GOVERNMENT SERVICES

Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Police services	92%	100%	91%	94%	90%	92%	96%	93%	91%	100%	92%
Fire services	97%	100%	100%	100%	98%	100%	100%	99%	100%	100%	99%
Crime prevention	78%	65%	77%	77%	76%	65%	83%	78%	68%	93% B	76%
Traffic enforcement	70%	82%	78%	66%	77%	77%	85% A	77%	74%	87%	76%
Street repair	73%	53%	67%	75%	56%	61%	76% B	67%	61%	88% B	67%
Street cleaning	76%	78%	80%	88% B	67%	88% B	84% B	78%	78%	87%	79%
Street lighting	74%	79%	84%	87%	76%	83%	84%	81%	80%	88%	81%
Snow removal	81%	80%	84%	88%	80%	79%	87%	84%	80%	87%	83%
Sidewalk maintenance	81%	79%	73%	81%	69%	71%	83%	76%	76%	71%	76%
Bus or transit services	65%	92% C	65%	48%	75% A	76% A	74% A	67%	67%	67%	67%
Traffic flow on major streets	60%	70%	69%	62%	67%	75%	70%	71%	60%	75%	67%
Amount of public parking in commercial areas	87%	90%	88%	90%	84%	91%	93%	85%	89%	100%	88%
Ease of travel by car in Bloomington	90%	90%	86%	91%	87%	92%	87%	89%	84%	88%	87%
Ease of travel by bicycle in Bloomington	58%	73%	69%	82%	60%	55%	76%	66%	64%	89%	67%
Ease of walking in Bloomington (path/sidewalk connectivity, etc.)	59%	82%	75%	72%	68%	75%	79%	73%	68%	86%	72%
Traffic management during construction	58%	55%	64%	65%	60%	59%	67%	64%	60%	69%	62%

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Percent excellent or good	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Garbage collection	79%	67%	84%	87% C	80%	65%	92% C	78%	89%	92%	82%
Recycling	76%	83%	81%	80%	79%	79%	88%	78%	85%	92%	80%
Storm drainage	78%	76%	83%	83%	74%	81%	91% B	79%	84%	100%	82%
Power (electric and/or gas) utility	84%	94%	85%	84%	83%	91%	88%	86%	84%	86%	86%
Utility billing	82%	77%	79%	76%	74%	88%	86%	80%	78%	92%	79%
Land use, planning, and zoning	70%	69%	63%	73%	72%	63%	62%	69%	53%	85% B	65%
Building permits and inspections	68%	50%	63%	68%	59%	56%	68%	63%	62%	69%	63%
Code enforcement (weeds, signs, etc.)	66%	57%	61%	59%	67%	50%	67%	60%	59%	92% A B	61%
Economic development	66%	54%	63%	72%	65%	56%	65%	65%	50%	100% A B	63%
Public information services	72%	54%	77%	79%	68%	72%	80%	72%	72%	100% A B	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	83%	60%	78%	77%	76%	85%	82%	77%	78%	100%	78%
City-sponsored special events	75%	64%	74%	82%	65%	81%	80%	71%	73%	100%	73%
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	74%	81%	84%	83%	79%	90%	84%	83%	76%	100% B	82%

TABLE 39: BUSINESS PROBLEMS DUE TO COVID-19

Percent "major problem" or "moderate problem"	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Decline in business/sales	65%	44%	38%	82% B C	58%	64%	75% B C	48%	66%	64%
Not having the funds to pay our employees	19%	14%	19%	45%	28%	45%	38%	26%	33%	32%
Difficulty paying our commercial rent, commercial mortgage or lines of credit	3%	4% D	3% D	2%	3% D	3%	3%	4% B	3%	3%
Reduced access to customers due to State or local regulations	4% B C D E F G	2%	3% D	2%	3% D	2% D	2% D	3%	2%	2%
Complying with State or local regulations	3% D	3%	3%	3%	3%	3%	3%	3%	3%	3%
Enforcing public health policies and regulations on customers (e.g. social distancing, mask use, etc.)	3%	3%	3%	3%	3% F	3%	3% F	3%	3%	3%
Not knowing current rules and regulations for operating a business under COVID-19	3%	4%	4% E	3%	3%	4%	4% E	3%	4%	4%
Customers not complying with social distance measures, masks, etc.	4% F	4% F	3% F	3% F	4% F	2%	3% F	4% B	3%	3%
Getting the supplies we need /supply chain breakdowns	3%	4% C D F	3%	3%	3% C	3%	3%	4% B	3%	3%
Ability to conduct business with foreign trade partners	4%	4%	4%	3%	3%	3%	3%	4% B	3%	3%
Lack of technology/web resources to complete on-line sales	0%	8%	0%	14%	9%	14%	13%	5%	11%	10%

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Percent "major problem" or "moderate problem"	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Fear of a second wave of the virus resulting in need to close business again	47%	20%	33%	64% B E	30%	57% B	50% B	19%	49% A	45%
Concern about the liability of our customers or clients being exposed to COVID-19 on the job	13%	19%	47% A E	26%	19%	57% A B D E	41% A E	23%	34%	33%

TABLE 40: BUSINESS PROBLEMS DUE TO COVID-19

Percent "major problem" or "moderate problem"	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Decline in business/sales	66%	80%	60%	67%	59%	71%	65%	64%	71%	47%	64%
Not having the funds to pay our employees	32%	26%	33%	27%	39%	35%	32%	32%	38%	19%	32%
Difficulty paying our commercial rent, commercial mortgage or lines of credit	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%
Reduced access to customers due to State or local regulations	2%	2%	3%	3% C	3% C	2%	2%	3% B	2%	3% B	2%
Complying with State or local regulations	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Enforcing public health policies and regulations on customers (e.g. social distancing, mask use, etc.)	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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Percent "major problem" or "moderate problem"	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Not knowing current rules and regulations for operating a business under COVID-19	3%	3%	4%	3%	4%	3%	4%	3%	4%	4%	4%
Customers not complying with social distance measures, masks, etc.	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Getting the supplies we need/ supply chain breakdowns	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Ability to conduct business with foreign trade partners	4%	4%	3%	4%	3%	3%	3%	3%	3%	4%	3%
Lack of technology/web resources to complete on-line sales	19%	0%	9%	14%	14%	6%	8%	12%	9%	7%	10%
Fear of a second wave of the virus resulting in need to close business again	38%	50%	46%	20%	53%	57%	44%	48%	41%	40%	45%
Concern about the liability of our customers or clients being exposed to COVID-19 on the job	45%	30%	30%	30%	38%	50%	29%	35%	36%	19%	33%

TABLE 41: IMPACT OF COVID-19 ON STAFFING LEVELS

Percent "serious shortage" or "moderate shortage"	Type of industry							Home-based business		Overall (A)
	Agriculture/ construction/ manufacturing	Finance/ banking/ legal	Health care	Other services (cleaning, automotive, etc.)	Business services/sales/ marketing	Retail	Other	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(A)	(B)	
Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?	59%	41%	53%	79% B E	50%	59%	75% B E	50%	64%	62%

TABLE 42: IMPACT OF COVID-19 ON STAFFING LEVELS

Percent "serious shortage" or "moderate shortage"	Length of doing business			Annual revenue				Number of employees			Overall (A)
	Less than 5 years	6-10 years	More than 10 years	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Less than 10	10-99	100 or more	
	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(A)	(B)	(C)	
Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?	63%	65%	61%	61%	56%	71%	63%	65%	63%	44%	62%